

**UNITED STATES DISTRICT COURT  
WESTERN DISTRICT OF MICHIGAN  
SOUTHERN DIVISION**

\_\_\_\_\_  
**IMPULSARIA, LLC**  
**A Nevada Limited Liability Company**

**Plaintiff**

v.

Case No.: \_\_\_\_\_

Hon. \_\_\_\_\_

**United Distribution Group, LLC, dba United  
Wholesale Grocery; and Mine Boutique LLC,  
Both Michigan Limited Liability Companies;  
Cin-Lan, Inc., dba Déjà Vu Love Boutique;  
Fashion Designs, Inc.; Executive Art Studio, Inc.;  
G.K. Convenience Stores, Inc.; Ajit Corporation,  
And Gur-Zal, Inc., dba Sunny Mart,  
Michigan Corporations**

**Defendants.**

\_\_\_\_\_

**EXHIBIT 1**

**Impulsaria's STIFF NIGHTS packaging and trade dress**

In the rare event that an erection persists longer than 4 hours,  
seek medical assistance immediately.

REGAIN  
THE  
THUNDER

**STIFF NIGHTS<sup>TM</sup>**

Male Sexual Stimulant  
1 capsule lasts 2-3 days

**Stiff Nights™** has been scientifically formulated to increase endurance and hardness while intensifying pleasure and satisfaction

**DIRECTIONS:** As a dietary supplement, take ONLY ONE capsule on an empty stomach. Stiff Nights works in as little as 25 minutes, and typically lasts for 48-72 hours. Effects are normally active only when physically stimulated. Take a maximum of 1 capsule per 36 hours. Less than 5% of users report headaches. Headaches typically occur because the dosage was too high. ONLY if a headache occurs, on subsequent doses, cut pill in half.

**SUPPLEMENT FACTS • DIETARY SUPPLEMENT** serving size: 1 capsule

Erection Booster Blend™ 590 mg

Polygonati Rhizome Extract, Cinnamomum Cassia Extract, Eurycoma Longifolia Extract, Tunera Aphrodisiaca, Cayenne 40m H.U., Ginger Root, Peppermint Leaf, White Willow Bark Extract, Golden Spear Grass Extract, Astragalus Root, Chamomile Leaf, Schisandra Berry, Pagoda Tree Fruit, L-Arginine Monohydrate, Arginine Alphaketoglutarate, Arginine Ketoisocaproate, Cordyceps sinensis, Ganoderma lucidum, Lentinula Edodes, Auricularia auricular, Spirulina, Chlorella, Spinach, Barley Grass, Wheat Grass, Dulce Leaf, Kelp, Alfalfa, Beet Root, Orange Peel, Dandelion Leaf, Lemon Peel, Ginkgo Leaf.

Inert Ingredients: Barley Flour, Magnesium Stearate, Hypromellose, Water

**PRECAUTIONS:** Use only as directed. For Adult Male use only.

Do NOT take this product if you have a serious medical condition or use prescription medications, especially if they contain nitrates, such as nitroglycerin.

These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease. No animals were harmed in the making of this product.

If you have any questions,  
please contact us.

We are here to serve you.  
[questions@stiffnights.com](mailto:questions@stiffnights.com)





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seek medical assistance immediately.

REGAIN  
THE  
THUNDER™

**STIFFNIGHTS™**

Male Sexual Stimulant



**Stiff Nights™** has been scientifically formulated to increase endurance and hardness while intensifying pleasure and satisfaction

**DIRECTIONS:** As a dietary supplement, take ONLY ONE capsule before sexual activity. Stiff Nights works in as little as 30 minutes, and typically lasts for 36-72 hours. Effects are normally active only when physically stimulated. In the rare event that an erection lasts longer than 4 hours, seek medical assistance immediately. Best if taken 2 hours after a meal. If a headache occurs, drink a heavily caffeinated beverage. Take a maximum of 1 capsule per 36 hours

#### SUPPLEMENT FACTS

serving size: 1 capsule

Erection Booster Blend™ 590 mg

Polygonati Rhizome Extract, Cinnamomum Cassia Extract, Eurycoma Longifolia Extract, Tunera Aphrodisiaca, Cayenne 40m H.U., Ginger Root, Peppermint Leaf, White Willow Bark Extract, Golden Spear Grass Extract, Astragalus Root, Chamomile Leaf, Schisandra Berry, Pagoda Tree Fruit, L-Arginine Monohydrate, Arginine Alphaketoglutarate, Arginine Ketoisocaproate, Cordyceps sinensis, Ganoderma lucidum, Lentinula Edodes, Auricularia auricular, Spirulina, Chlorella, Spinach, Barley Grass, Wheat Grass, Dulce Leaf, Kelp, Alfalfa, Beet Root, Orange Peel, Dandelion Leaf, Lemon Peel, Ginkgo Leaf.

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G.K. Convenience Stores, Inc.; Ajit Corporation,  
And Gur-Zal, Inc., dba Sunny Mart,  
Michigan Corporations**

**Defendants.**

## **EXHIBIT 2**

**Impulsaria's United States Trademark Registration**

**Int. Cl.: 5**

**Prior U.S. Cls.: 6, 18, 44, 46, 51 and 52**

**United States Patent and Trademark Office**

**Reg. No. 3,621,660**

**Registered May 19, 2009**

**TRADEMARK  
PRINCIPAL REGISTER**

# Stiff Nights

**IMPULSARIA, LLC (NEVADA LIMITED LIABILITY COMPANY)  
SUITE 203  
470 MARKET AVENUE  
GRAND RAPIDS, MI 49503**

**FIRST USE 10-1-2007; IN COMMERCE 11-1-2007.**

**THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.**

**FOR: DIETARY SUPPLEMENTS FOR USE AS MALE SEXUAL STIMULANT; HERBAL MALE ENHANCEMENT CAPSULES AND HERBAL SUPPLEMENTS, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).**

**SER. NO. 77-421,678, FILED 3-13-2008.**

**JUDITH HELFMAN, EXAMINING ATTORNEY**

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WESTERN DISTRICT OF MICHIGAN  
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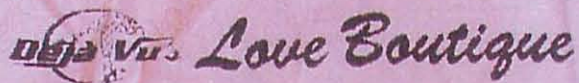
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And Gur-Zal, Inc., dba Sunny Mart,  
Michigan Corporations**

**Defendants.**

**EXHIBIT 3**

Counterfeit STIFF NIGHTS product sold by defendant Cin-Lan





Cin-Lan Inc.  
1000 West Jolly Road  
www.dejavu.com  
Lansing, Michigan 48910  
517-882-4960

**Sales Receipt**

Transaction #: 298690  
Date: 9/9/2011 Time: 1:24:37 PM  
Cashier: 0421 Register #: 2

Item	Description	Amount
827912078169	STIFF NIGHTS 1CT B	\$9.95
827912073522	STIFF NIGHTS 2CT B	\$17.95

Sub Total	\$27.90
LANSING SALES TAX	\$1.67
Total	\$29.57

CASH Tendered	\$40.00
Change CASH	\$10.43



298690

Thank you for shopping  
Cin-Lan Inc.

We hope you'll come back soon!  
ALL SALES ARE FINAL!!!



In the rare event that an erection persists longer than 4 hours,  
seek medical assistance immediately.

REGAIN  
THE  
THUNDER

**STIFF NIGHTS™**

Male Sexual Stimulant

1 capsule lasts 2-3 days





\$ 9.95

**Stiff Nights™** has been scientifically formulated to increase endurance and hardness while intensifying pleasure and satisfaction.

**DIRECTIONS:** As a dietary supplement, take **ONLY ONE** capsule on an empty stomach. Stiff Nights works in as little as 25 minutes, and typically lasts for 48-72 hours. Effects are normally active only when physically stimulated. Take a maximum of 1 capsule per 36 hours. Less than 5% of users report headaches. Headaches typically occur because the dosage was too high. **ONLY** if a headache occurs, on subsequent doses, cut pill in half.

**SUPPLEMENT FACTS - DIETARY SUPPLEMENT** serving size: 1 capsule

Erection Booster Blend™ 590 mg

Tripterygium Rhizome Extract, Cinnamomum Cassia Extract, Eurycoma Longifolia Extract, Tunera Aphrodisiaca, Cayenne 40M H.U., Ginger Root, Peppermint Leaf, White Willow Bark Extract, Golden Spear Grass Extract, Astragalus Root, Chamomile Leaf, Schisandra Berry, Pagoda Tree Fruit, L-Arginine Monohydrate, Arginine Alphaketoglutarate, Arginine Ketoisocaproate, Cordyceps sinensis, Ganoderma lucidum, Lentinula Edodes, Auncularia auncular, Scirulina, Chlorella, Spinach, Barley Grass, Wheat Grass, Dulse, Keen Kaffir, Beet Root, Orange Peel, Dandelion Leaf, Lemonpeel, G Leaf

Inert Ingredients: Barley Flour, Magnesium Stearate, Hypromellose, Water

**PRECAUTIONS:** Use only as directed. For Adult Male use only. Do **NOT** take this product if you have a serious medical condition or use prescription medications, especially if they contain nitrates, such as nitroglycerin.

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seek medical assistance immediately

**REGAIN  
THE  
THUNDER**

**STIFFNIGHTS™**

**Male Sexual Stimulant**

**2 Dosages · 1 capsule lasts 2-3 days**



**Serving Size: 1 Capsule**



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**SUPPLEMENT FACTS · DIETARY SUPPLEMENT** serving size 1 capsule

Erection Booster Blend™ 590 mg

Polygonati Rhizome Extract, Cinnamomum Cassia Extract, Eurycoma Longifolia Extract, Tunera Aphrodisiaca, Cayenne 40M H. U. Ginger Root, Peppermint Leaf, White Willow Bark Extract, Golden Spear Grass Extract, Astragalus Root, Chamomile Leaf, Schisandra Berry, Pagoda Tree Fruit, L-Arginine Monohydrate, Arginine Alphaketoglutarate, Arginine Ketoisocaproate, Cordyceps sinensis, Ganoderma lucidum, Lentinula Edodes, Auricularia auricular, Spirulina, Chlorella, Spinach, Barley Grass, Wheat Grass, Dulce Leaf, Kelp Alfalfa, Beet Root, Orange Peel, Dandelion Leaf, Lemon peel, Ginkgo Leaf.

**Inert Ingredients** : Barley Flour, Magnesium Stearate, Hypromellose, Water.

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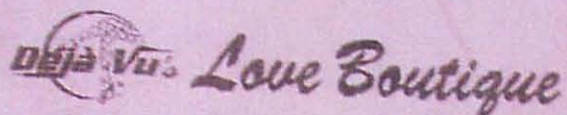
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Fashion Designs, Inc.; Executive Art Studio, Inc.;  
G.K. Convenience Stores, Inc.; Ajit Corporation,  
And Gur-Zal, Inc., dba Sunny Mart,  
Michigan Corporations**

**Defendants.**

**EXHIBIT 4**

**Counterfeit STIFF NIGHTS product sold by defendant Mine**





MINE BOUTIQUE LLC  
1336 RAVINE ROAD  
www.dejavu.com  
KALAMAZOO, MI 49004  
269.342.1170

### Sales Receipt

Transaction #: 31004  
Date: 9/25/2011 Time: 5:43:55 PM  
Cashier: 6930 Register #: 1

Item	Description	Amount
827912078169	STIFF NIGHTS	\$9.95
827912078169	STIFF NIGHTS	\$9.95

Sub Total	\$19.90
KALAMAZOO SALES TAX	\$1.19
Total	\$21.09

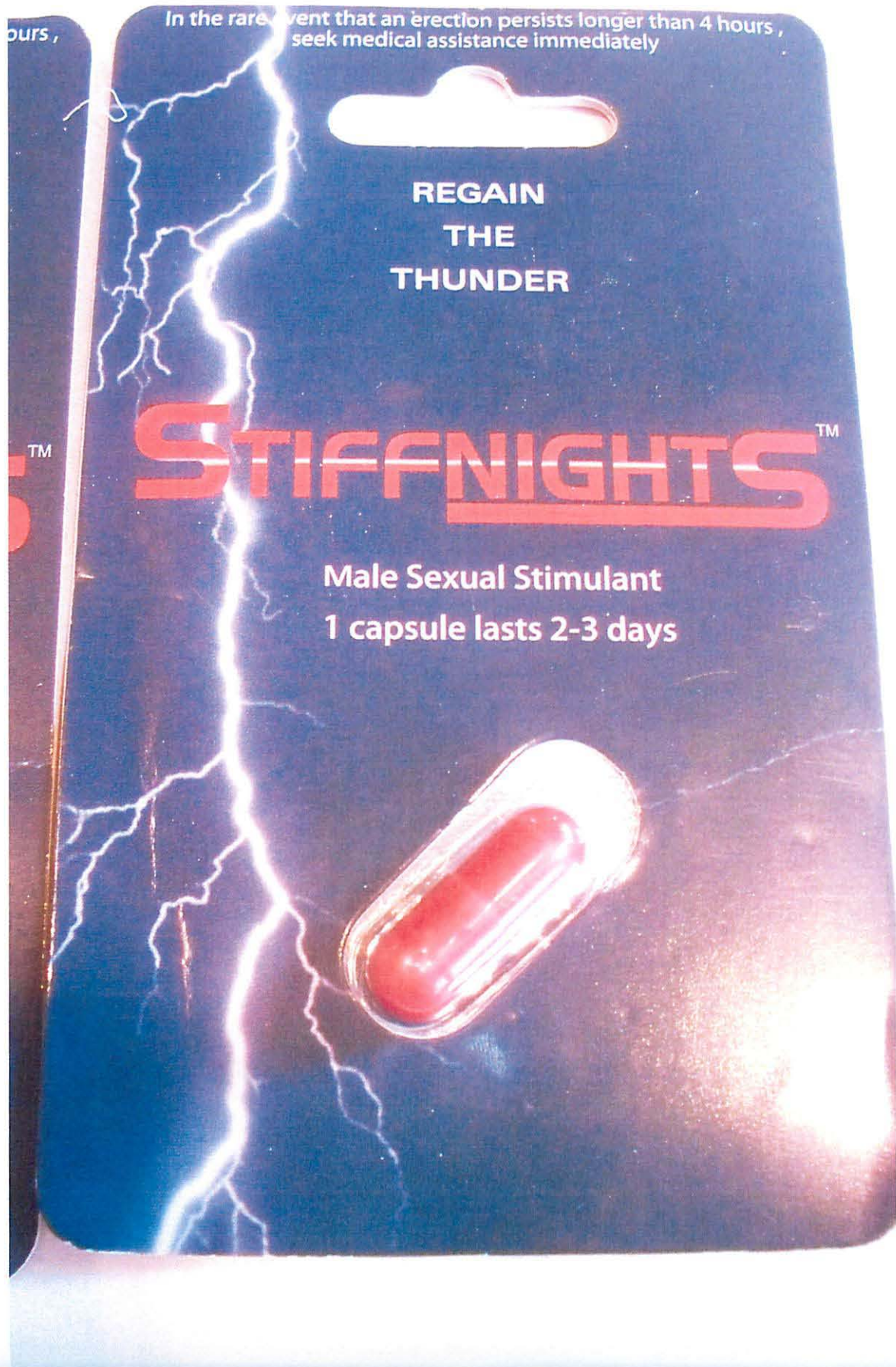
CASH Tendered	\$8.00
MASTERCARD Tendered	\$13.09
Card: XXXXXXXXXXXX6171	
Auth: 064356	
Change Due	\$0.00



31004

Thank you for shopping  
MINE BOUTIQUE LLC  
We hope you'll come back soon!  
ALL SALES ARE FINAL!!!





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seek medical assistance immediately

REGAIN  
THE  
THUNDER

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Male Sexual Stimulant  
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Inert Ingredient: Barley Flour, Magnesium Stearate, Hypromellose, Water

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For  
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9.95



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And Gur-Zal, Inc., dba Sunny Mart,  
Michigan Corporations**

**Defendants.**

**EXHIBIT 5**

**Counterfeit STIFF NIGHTS product sold by defendant Fashion**



\*\*\*\*\*

YOUR RECEIPT

Thank You

Call Again

\*\*\*\*\*

HERBAL T1 12.95

HERBAL T1 12.95

ITEM CT 2

TAX-1 1.55

TAX 1.55

**TOTAL 27.45**

CASH TD 27.50

CHANGE 0.05

09-25-2011 17:05

0006 CLERK01 00010826

Velvet Touch-

269-342-1610

K-Zoo Store-



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REGAIN  
THE  
THUNDER

3570001

\$12.95

**STIFF NIGHTS™**

Male Sexual Stimulant

2 Dosages • 1 capsule lasts 2-3 days



Serving Size: 1 Capsule



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